

Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
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P R 230630Z APR 75
FM AMEMBASSY STOCKHOLM
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 4503
AMEMBASSY COPENHAGEN
AMEMBASSY OSLO
AMEMBASSY HELSINKI

UNCLAS STOCKHOLM 1959

FOR BIC/OIM

E.O. 11652: N/A

TAGS: BEXP, SW

SUBJECT: COMMERCIAL PROGRAM: MARKET PROMOTION CONTRACT FOR FY'76

REF: 1. CONTRACT S-50-FA-373; 2. USDOC 8824 OF JUNE 14, 1974;
3. TELECON BELDEN/EARLE, APRIL 18, 1975; TELECON BELDEN/
BONEY, APRIL 15, 1975.

1. STC REQUESTS AUTHORITY TO BEGIN IMMEDIATELY TO NEGOTIATE FY 76
MARKET PROMOTION CONTRACT WITH PRESENT CONTRACTOR, BERGSTROM -
NISSEN-LIE AB (BNL) . DEVIATION FROM STANDARD BID PROCEDURE IN
ACCORDANCE WITH BIC OVERSEAS OPERATIONS MANUAL CHAPTER VI.

2. RATIONALE FOR REQUEST TO NEGOTIATE CONTRACT FOR FY 76 WITH PRE-
SENT CONTRACTOR RATHER THAN ENTER INTO COMPETITIVE BIDDING PROCE-
DURE GROUNDED IN FOLLOWING:

A) STC BELIEVES THAT IN FACE OF 15 PERCENT RISING COSTS FOR
MARKET PROMOTION TYPE SERVICES IN SWEDEN, ONLY WAY STC CAN MINIMIZE
INCREASES AND ATTEMPT HOLD LINE NEAR FY 75 LEVELS IS THROUGH NEGOTIA-
TION PROCEDURE. BASED ON TELECON GUIDANCE FROM OIM TO DATE, STC
PROGRAM LEVEL IS EXPANDING FROM 7 TO 9 EXHIBITIONS FROM FY 75 TO
FY 76, WITH EXPERIENCE OF ESTABLISHED PER EVENT FEES AND HIGH BIDS
FOR MARKET PROMOTION SERVICES LAST YEAR, IT CAN BE EXPECTED
THAT BIDS THIS YEAR WOULD ALSO BE UNACCEPTABLY HIGHER.
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B) BERGSTROM-NISSEN-LIE AB HAS IN FIRST YEAR SHOWN MARKED IM-
PROVEMENT OVER PREVIOUS PROMOTION CONTRACTOR AND WE CONSIDER
THEM THE BEST CONTRACTOR AVAILABLE. B-N-L SHOULD REALIZE ECONO-
MIES IN THEIR OPERATION DURING FY 76 BASED ON THEIR OPERATIO-

NAL EXPERIENCE WITH THE ACCOUNT. THESE ECONOMIES ALSO EXPECTED TO BENEFIT STC. ENTERING NEW TRAINING EXPERIENCE WITH NEW FIRM AT THIS JUNCTURE NOT ADVISABLE.

C) EMBASSY CONTRACTING OFFICER CONCURS IN THIS PROPOSED PROCEDURE.

3. MODIFICATIONS PROPOSED UNDER 4 BELOW TO THE FY 75 MARKET PROMOTION CONTRACT ARE PROPOSED FOR THE FOLLOWING REASONS:

A) CHANGES NECESSITATED BY A CHANGED PROGRAM FORMAT. (ELIMINATION OF JEEP EVENTS, ADDITION OF MINI SHOWS).

B) CHANGES NECESSITATED BY A REVISED DISTRIBUTION OF PROMOTIONAL MATERIALS BETWEEN REGIONAL POSTS AGREED TO AT RECENT REGIONAL COMMERCIAL ATTACHE MEETING.

C) REVISION DELETING SUBCONTRACTING OF PHOTOGRAPHIC SERVICES BASED ON CAPABILITIES IN-HOUSE FOR PHOTOGRAPHIC SERVICES.

D) ELIMINATION OF SPECIFIED NUMBER OF EVENTS ANTICIPATED FROM BODY OF CONTRACT BUT ADDED AS A PROVISIONAL EVENT SCHEDULE. (UNFIXED SCHEDULE AVAILABLE AT STC AT PRESENT MAKES COMPETITIVE BIDDING PROCEDURE UNREALISTIC).

4. SPECIFIC REVISIONS TO FY 75 MARKET PROMOTION CONTRACT PROPOSED ARE THE FOLLOWING:

SECTION II F DELETE BEGINNING "THE MINIMUM..." THROUGH "COMMUNICATIONS AS REQUIRED."

SECTION II J, 3 ADD AFTER "DENMARK AND FINLAND.. THROUGH THE AMERICAN COMMERCIAL ATTACHES ASSIGNED TO THOSE COUNTRIES."

SECTION II V. 1. DELETE ALL BUT "FOR EACH EXHIBITION...DOMESTIC MARKET PROMOTION PROGRAM."

SECTION II X DELETE PARAGRAPH BEGINNING "THE MARKET PROMOTION ..." AND ENDING "...IN WASHINGTON..."

SECTION VII COMPENSATION A. DELETE "THIS CONTRACT IS WRITTEN ON THE BASIS OF A SEVEN EXHIBITION PROGRAM DURING THE FISCAL YEAR..."

SECTION VII B. 4) DELETE

SECTION VII C. REVISE TO: THE PERIOD OF THE CONTRACT IS FROM JULY 1, 1975 THROUGH JUNE 30, 1976, OR WITH UNCLASSIFIED

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CHANGING DATES OF FISCAL YEAR IN FY 76, SHOULD CONTRACT TERM BEGIN JULY 1 AND RUN 12 MONTHS OR 15 MONTHS?

SECTION VIII A. PAYMENT:

EITHER AS WRITTEN OR ALL FEES IN SWEDISH KRONOR SUBJECT TO CONTRACTOR CHOICE.

5. AS AN ATTACHMENT TO THE CONTRACT FORM, IT IS PROPOSED THAT THE FOLLOWING BE ADDED:

DETACHMENT TO CONTRACT.

THE ANTICIPATED SCHEDULE OF EVENTS TO BE HELD AT THE U. S. TRADE

CENTER FOR SCANDINAVIA DURING THE TERM OF THIS CONTRACT INCLUDES
TWO SMALL (MINI) AND SEVEN FULL EXHIBITIONS IN ACCORDANCE WITH THE
FOLLOWING PROVISIONAL SCHEDULE:

EXHIBITIONS (25 EXHIBITORS)

SEPTEMBER 22-25 ELECTRONIC COMPONENTS
NOVEMBER 17-21 DESIGN ENGINEERING
DECEMBER 8-12 BUSINESS EQUIPMENT / REPROGRAPHICS
T
FEBRUARY 3-6 ANALYTICAL INSTRUMENTATION
MARCH 1-4 MICROWAVE & TELECOMMUNICATIONS
MARCH 16-19 PRINTING EQUIPMENT
MAY 1-4 UAW HEALTHCARE INSTRUMENTS & EQUIPMENT

MINI SHOWS (15 EXHIBITORS)

OCTOBER 20-24 NORD AIR SHOW
JUNE 14-18 ENERGY SYSTEMS

6. ACTION REQUESTED: DEPARTMENT REQUESTED TO TELEGRAPH AUTHORITY
TO RE-NEGOTIATE PRESENT CONTRACT (WITH ABOVE CHANGES) IF POSSIBLE,
WITH AUTHORITY TO OPEN DISCUSSION DURING VISIT TO STOCKHOLM OF
CMM CAYA.

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Message Attributes

Automatic Decaptioning: X
Capture Date: 26 AUG 1999
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 23 APR 1975
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1975STOCKH01959
Document Source: ADS
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: n/a
Film Number: D750142-0011
From: STOCKHOLM
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1975/newtext/t197504102/baaaadvf.tel
Line Count: 144
Locator: TEXT ON-LINE, TEXT ON MICROFILM
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: ShawDG
Review Comment: n/a
Review Content Flags:
Review Date: 07 JUL 2003
Review Event:
Review Exemptions: n/a
Review History: RELEASED <07 JUL 2003 by SilvaL0>; APPROVED <02 FEB 2004 by ShawDG>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
05 JUL 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: n/a
TAGS: BEXP, SW
To: USDOC INFO STATE
COPENHAGEN
OSLO
HELSINKI
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 05 JUL 2006

